

Public Information Office MC-311 Non-Montgomery County Customer Request Process

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CountyStat Principles

- **Require Data-Driven Performance**
- **Promote Strategic Governance**
- **Increase Government Transparency**
- **Foster a Culture of Accountability**



Agenda

- **Welcome and Introductions**
- **Meeting Goals**
- **Analysis Non-Montgomery County Government (MCG)**
 - MC311 Customer Requests**
 - Overview of Existing Process
 - High Volume Solutions Areas
 - High Volume Solutions
 - Non-MCG Service Request Fulfillment
 - MC311 Process Improvement Options
- **Wrap Up and Follow Up Items**



Meeting Goals and Tracking Our Progress

- **Meeting Goals:**

- Determine the most effective manner for handling of customer requests generated in MC311 for services not offered by Montgomery County Government

- **How will we measure success**

- Increasing levels of customer satisfaction, measured through the quarterly MC311 customer survey



Overview of Non-Montgomery County Government Customer Request Process

- Requests for Non-Montgomery County Government all come in to the call center as Non-MCG KBAs
- Non-MCG KBAs are visible on the portal, however, service requests cannot be generated via the web portal
- Most Non-MCG Customer Requests are General Information
- The CSR provides the Public Answer
- If the Public Answer includes a phone number, the CSR provides to the customer and asks if the customer like to be transferred
- These SRs are closed at the Call Center



Historical High Volume Non-MCG Solutions Areas

(Jan 2011-Jan 2013)

From 1 January 2011 through 31 January 2013, the top 20 Solution Areas represent 99.57% of all Non-MCG Solution Areas

Solution Area	Customer Requests
State of Maryland	36,109
Other*	25,150
Manna	18,632
(blank)	13,890
CCT	6,197
District of Columbia	5,068
MCPS	2,694
City of Rockville	2,436
MVA	2,227
Federal	2,087

Solution Area	Customer Requests
PEPCO	1,986
MNCPPC	1,910
WSSC	1,896
MCCC	1,788
Gaithersburg	1,689
PG County	1,657
Takoma Park	417
Transit	157
Howard County	104
Frederick County	94

* Top "Other" Area Solutions:

Non-MCG Directory Assistance 4,704
Metro Contact Information 4,138

Non-MCG Call 3,613
Comcast Contact Information 3,516
Montgomery County Circuit Court 2,163



Historical High Volume Non-MCG Solutions

(Jan 2011-Jan 2013)

Solution	Customer Requests
MANNA Food Center Referral	18,592
State Department of Assessments and Taxation Office address	5,231
Requests to discuss property tax bill/assessment/credits	5,112
Washington DC 311	5,061
Non-MCG Directory Assistance	4,715
Metro Contact Information	4,138
Non-MCG Call	3,613
Comcast Contact Information	3,516
Maryland District Court	3,113
311 Call Centers in Other Jurisdictions	2,946
Montgomery County Circuit Court	2,163
Property Tax Credits Justification	2,057
Maryland Department of Transportation, State Highway Administration (SHA)	2,026
Land Records	1,991
Montgomery County Public Schools	1,839
Earned Income Credit EIC Refund	1,742
Business Licenses	1,569
Child Support Administration of Maryland	1,561
Montgomery County Motor Vehicle Administration (MVA) offices	1,488
Washington Suburban Sanitary Commission (WSSC)	1,453



CY2013 Top Non-MCG Solutions

MC311 created about 5,550 SRs with Non-MCG KBAs attached from 1/1 through 2/6 – about 10% of total SRs created during that time (51,051)

Solution Name	# of SR	Rank
MANNA Food Center Referral	655	1
Non-MCG Directory Assistance	339	2
State Department of Assessments and Taxation Office address	320	3
Washington DC 311	298	4
Metro Contact Information	233	5
Requests to Discuss Property Tax Bill, Assessment or Credits	213	6
Maryland District Court	178	7
Property Tax Credits Justification	155	8
Montgomery County Circuit Court	150	9
Montgomery County Public Schools How to Contact	146	10
Child Support Administration of Maryland	122	11
Washington Suburban Sanitary Commission (WSSC)	119	12
Prince George's County 311	110	13
Land Records	96	14
311 Call Centers in Other Jurisdictions	96	14
Recording of Deeds	80	16
Business Licenses	78	17
Maryland Department of Transportation, State Highway Administration (SHA)	77	18
Family Court Information	65	19
Homeowner Property Tax Credit	57	20
Office of the Public Defender	57	20
Clinics for Low Income	51	22
Social Security Administration Medicare	49	23
City of Rockville	46	24
PEPCO	45	25



Non-MCG Service Fulfillment

- Some of the Non-MCG KBAs result in Service Fulfillment by another non-County agency.
- For instance, MC311 serves as customer intake for MANNA referrals.
 - The information is provided to HHS and they make the referral to MANNA directly.
- Another example is potholes on roads maintained by the State or a municipality.
 - MC311 provide the customer the phone number and offers to transfer the caller to the agency responsible for filling the pothole.

These SRs are also closed at the call center



MC311 Description of MANNA Referral Process

Overview

- Montgomery County Government serves as a referral agency for MANNA.
- MC311 serves as customer intake for MANNA requests.
- Customers who want food from MANNA can call their office directly for a self referral, call 311 or one of the 360 referral agencies in the County.
 - These referral agencies are listed on Manna's website

MC311 MANNA Food Center Referral Process

- Customer calls to request MANNA food basket. If customer speaks Spanish, a Spanish speaking CSR handles the call or the language line is engaged
- CSR collects information requested by MANNA, including income level, benefits assistance, and length of time since last food basket was received.
- If customer appears to be eligible, an SR is completed and a printed copy of the SR is sent to the HHS MANNA email box for handling. The SR is closed at the call center.
- HHS staff person picks up the email, checks the eligibility requirements and refers person to MANNA by emailing the printed copy of the SR



Historical High Volume Non-MCG Service Request Fulfillments (Jan 2011-Jan 2013)

From 1 January 2011 through 31 January 2013, MANNA requests account for 95% of all Non-MCG Service Request Fulfillments

Solution	Customer Requests
MANNA Food Center Referral	12,779
Maryland Department of Transportation, State Highway Administration (SHA)	65
Requests to discuss property tax bill/assessment/credits	30
City of Gaithersburg Services	29
City of Rockville	26
City of Rockville Trash Collection	18
311 Call Centers in Other Jurisdictions	16
Washington DC 311	15
Clinics for Low Income	14
Maryland-National Capital Park and Planning Phone Number	13



MC311 Recommendations for Future Improvements

MC311 will identify the most frequently used Non-MCG KBAs and determine if the current process for handling these issues provides a sufficient level of service to our customers.

- MC311 will also consider other options for further assisting customers who request non-provided services, including offering to email customers the link to online request tools.
- MC311 is also working with City of Gaithersburg to determine the process for getting them on to Siebel.
 - Once completed, Gaithersburg would then be receiving and fulfilling Siebel Service Requests much like the departments.



MC311 Recommendations for Future Improvements

- As a matter of CSR scripting, MC311 can improve how this is presented to the customer.
 - MC311 will update scripts i.e. “This service is provided by the State Highway Administration” rather than the County doesn’t provide this service.
- Some departments, such as POL and DEP, have asked MC311 to send them requests for service even if it may not be provided by the County.
 - For example, MC311 report all dead animals along the roadway to Animal Services/POL and they contact the appropriate entity to remove.
 - Similarly, MC311 sends all Illegal Dumping complaints to DEP and they sort out who has responsibility for handling (land ownership).



Wrap-Up

- Follow-Up Items



Historical High Volume Non-MCG Referrals (Jan 2011-Jan 2013)

Solution	Customer Requests
MANNA Food Center Referral	1,966
Personal Property Tax Information	256
MANNA Food Distribution Locations and Hours	159
Personal Property Tax Questions	158
Requests to discuss property tax bill/assessment/credits	147
Clinics for Low Income	119
Washington DC 311	117
Primary Adult Care Program (PAC) with the State of Maryland	113
Business Licenses	92
Long Branch Community Center MANNA	92

